

# Guidelines for use of the Arts Council/B.C. logo lock-up

## USE OF THE LOGO LOCK-UP

This logo lock up comes in two variations, and is to be kept whole. Each has a specific application as detailed below. It is to be used at all times by grant recipients. It is the primary identifier used by viaSport.

For information regarding the use of the provincial logo, refer to:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity>

## FORMATS WITH TAG LINE

To be used: on all public facing materials and initiatives (online and/or print).

**Full colour** (both CMYK and RGB colour)



**Black and white**



**Reversed**



Always use the logo files as they are provided. Select the format that best suits the design.

## FORMATS WITHOUT TAG LINE

To be used:

- On all internal and stakeholder materials and initiatives (online and/or print) eg: corporate documents and annual reports
- On public facing materials (online and/or print) when grouped with other logos or alone under the heading, "Supported by"

**Full colour** (both CMYK and RGB colour)



**Black and white**



**Reversed**



Always use the logo files as they are provided. Select the format that best suits the design.

## PROTECTIVE MARGIN

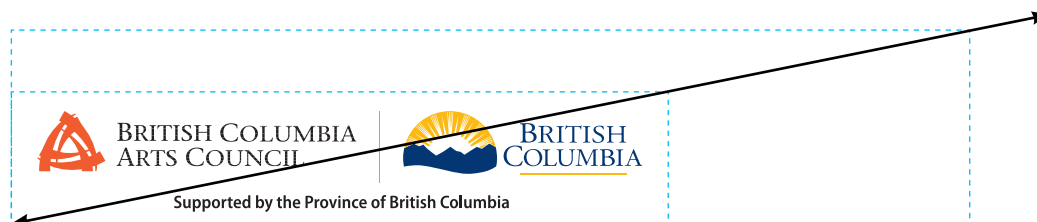
Provide a clear protective margin all around.  
Do not crowd the logo lock-up.



# Guidelines for use of the Arts Council/B.C. logo lock-up

## PROPORTIONS AND RESIZING

Always scale or resize the logo lock-up proportionally.



### Freshly squeezed, over stretched

Squeezing or stretching the logo distorts it, and disrespects its integrity. Make sure to use the logo the way it is provided, and that it gets resized properly to keep its proportions.



## MINIMUM SIZE

### Minimum height

Ensure the logos are readable at all times and should never be reproduced smaller than the below size specs.



## IMPORTANT CONSIDERATIONS

### Fuzzy wuzzy was low-res

A low-resolution logo looks fuzzy or pixelated. Make sure to use a high-resolution (300 DPI+) or vector format logo file (.eps or PDF) for clear and sharp print reproduction.



### I can't see you

Don't use the logo on a busy background, or one with colours too dark or too light for the logo to be clearly readable.

Choose the right colour format for the logo to be easily seen.

